

JW Marriot Tucson Starr Pass Resort & Spa

Liz Hagan, Training Specialist

Dan Carraher, Director of Sales & Marketing

Why culture works

How we implement it

How we reinforce it

Culture of Service

Everyone wants to belong

**Why Culture is
Effective:
All the Cool Kids
are Doing It**

Everyone wants to belong
Clearly defining the expectations

Why Culture is
Effective:
All the Cool Kids
are Doing It

Everyone wants to belong
Clearly defining the expectations
All levels start moving in the same
direction

Why Culture is
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Everyone wants to belong
Clearly defining the expectations
All levels start moving in the same
direction
Putting the responsibility on the
individual

Why Culture is
Effective:
All the Cool Kids
are Doing It

Everyone wants to belong
Clearly defining the expectations
All levels start moving in the same
direction
Putting the responsibility on the
individual
Peer pressure

Why Culture is
Effective:
All the Cool Kids
are Doing It

Begins immediately

How We
Implement our
Service Strategy:
How to Herd Cats

Begins immediately
Clearly defined expectations

How We
Implement our
Service Strategy:
How to Herd Cats

Begins immediately
Clearly defined expectations
Explaining job vs. task

How We
Implement our
Service Strategy:
How to Herd Cats

Begins immediately
Clearly defined expectations
Explaining job vs. task
Sharing the expectations

How We
Implement our
Service Strategy:
How to Herd Cats

Begins immediately
Clearly defined expectations
Explaining job vs. task
Sharing the expectations
Consistent training

**How We
Implement our
Service Strategy:
How to Herd Cats**

Griffins everywhere

How We
Reinforce Our
Spirit to Serve:
Once is Never
Enough

Griffins everywhere
Commitment card

How We
Reinforce Our
Spirit to Serve:
Once is Never
Enough

Griffins everywhere
Commitment card
Daily rehearsal

How We
Reinforce Our
Spirit to Serve:
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Griffins everywhere
Commitment card
Daily rehearsal
Language

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Language

Feedback

**How We
Reinforce Our
Spirit to Serve:
Once is Never
Enough**

What happened here

Culture of Service

What happened here

**Thinking about applications for your
organization**

Culture of Service

What happened here

**Thinking about applications for your
organization**

How to apply this at home

Culture of Service

How about a little
Q & A?

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